

MILLARD COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
DEMOGRAPHIC					
Population	12,554	12,645	n/a	-	
Total Non-Ag Employment	3,951	3,987	n/a	-	
Non-Ag Avg Monthly Wage	\$2,945	\$2,962	n/a	-	
Per Capita Income	\$27,777	\$29,669	n/a	-	
Unemployment Rate*	6.4%	5.1%	n/a	-	
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$17,387,910	\$18,135,216	\$19,550,338	7.8%	
Travel & Tourism Related Employment	327	328	336	2.4%	
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$909,399	\$956,454	\$1,011,400	5.7%	
Transient Room Tax	\$105,569	\$117,004	\$109,696	-6.2%	
Retail Sales					
Gross Taxable Retail Sales	\$173,416,064	\$167,310,189	\$159,015,543	-5.0%	
REGIONAL VISITATION COUNTS					
Capitol Reef N.P.	662,659	668,833	673,345	0.7%	
Palisade S.P.	141,458	167,869	195,596	16.5%	
Yuba S.P.	225,213	140,965	237,708	68.6%	
Fremont Indian S.P.	78,055	101,993	113,892	11.7%	
Territorial Statehouse S.P.	8,817	22,564	29,079	28.9%	

* Several Counties have identical Unemployment Rates

** GOPB methodology changed in 2010

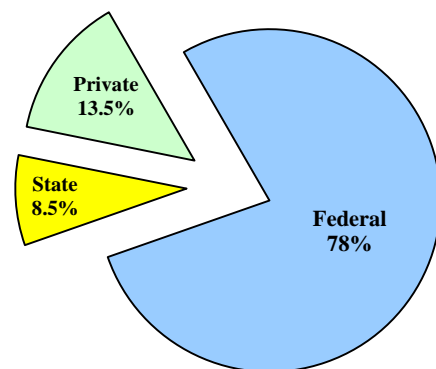
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Land Ownership - 2012	% Total
Total Acres in County	100.0%
Federal Government	78.0%
BLM	70.0%
US Forest Service	8.0%
National Park Service	--
National Wildlife Service	--
Other •	--
State Government	8.5%
Utah State Parks & Recreation	--
Utah State Wildlife Reserves	0.5%
State Trust Lands	8.0%
Other ••	--
American Indian	0.0%
Private*	13.5%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

Land Ownership - 2012



Millard County Tourism Profile

